



Location: Los Angeles, Los Angeles County

Timeframe: 2009 - 2010

Project Partners: City of Los Angeles, City of Los Angeles Urban Design Studio

Project Services

- Public outreach and surveys
- Site and infill analysis
- Visualizations and case studies
- Returns on investment analysis



This Demonstration Project provided site analysis, open space and connectivity design opportunities, development prototypes, and parking and market analysis to create a transit oriented development around the METRO Orange Line Bus Rapid Transit (BRT) station.

Goals

- Mixed-use development
- Strategic Allocation of Density
- Enhanced neighborhood Identity
- Market Acceptance

The Tarzana Crossing area containing the intersection of Reseda Boulevard and Oxnard Street is characterized by small industrial uses, including a small strip mall, gas station, small industrial related uses, two larger institutional uses and a local landmark all within ¼ mile of the Orange Line Stop. The lots on the south side are very deep and bisected by service alleys. Some sites were actively used, others vacant. As such, the site provides great potential for redevelopment and infill in proximity to reliable public transit.

Results

- Visual preference survey
- Connectivity and open space design strategies
- Site layout for development prototypes
- Market analysis:
 - The Tarzana community (as of 2000) is well positioned in terms of its socio-economic and income profile
 - The potential for future residential development is highest for medium density housing (e.g. townhouses, apartments), geared for rent or ownership
 - Has a high proportion of owner occupied housing units which reflects the quality and price point of the housing

- The demographic reality of an aging population signals an opportunity to create housing and employment opportunities for a younger demographic through new TOD development
 - Majority of businesses establishments in Tarzana and Reseda are service sector establishments (health care offices, professional services and retail)
 - Future market opportunity in a mixed offering of neighborhood services, small-scale office and specialist retail and larger employers that can take advantage of the proximity to the transit
- Plan to seek public funds to implement capital improvements, and seek local funds to augment maintenance of any completed projects
- Review of the feasibility of re-zoning Industrial zoned areas to allow for a mixture of some industrial uses with retail, restaurant and housing
- A phased approach to lobby City departments to implement street/sidewalk/open space improvements